

ORDER



Orders
Order / Rev: 62280
Alt Order #: 09818360
Product Desc: NANCY SODERBERG
Estimate: 585
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Abar Hutton Media, LLC
Buying Contact:
Billing Contact:
 6190 Grovedale Ct
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nancy Soderberg (D) FL Senate D-4
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	49	\$18,990.00	\$16,141.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	49	\$18,990.00	\$16,141.50	0.00
Totals	49	\$18,990.00	\$16,141.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	21%	\$18,990.00
Market	100%	\$90,428.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	4%	\$3,617.14
WCWJ	0%	\$0.00
WJXT	38%	\$34,362.86
WJXX	7%	\$6,330.00
WTLV	30%	\$27,128.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	10/30/12	11/05/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
NEWS @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--		1		\$160.00		0.00					
2	WTEV	10/30/12	11/05/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--		2		\$70.00		0.00					

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 Estimate: 585

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTEV	10/30/12	11/05/12	M-F 7p M-F 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$400.00		0.00			
15	WTEV	10/30/12	11/05/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$500.00		0.00			
16	WTEV	10/30/12	11/05/12	Letterman Letterman	CM	11:35 PM-12:34 AM	MTWTF--	:30	3	\$160.00	P-2	0.00	NM	3	\$480.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$160.00		0.00			
E 17	WTEV	11/03/12	11/03/12	CBS This Morning Satur Saturday Early Show	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$160.00		0.00			
E 18	WTEV	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
													Totals	49	\$18,990.00